

2025-26AY

BACHELOR OF BUSINESS ADMINISTRATION



3-year Undergraduate Degree Program at AIMT
Affiliated to **Gauhati University**, Approved by
AICTE and Department of Higher Education,
Government of Assam.

BBA

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and Technology®

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Why should *you* opt for BBA?

BBA (Bachelor of Business Administration) has become increasingly popular in recent times due to the several reasons

High Demand for Management Graduates

India's business growth has been remarkable, driven by factors like robust manufacturing, expanding trade, and a thriving private sector. India's economic outlook remains optimistic, supported by government initiatives and increasing private consumption. The course covers essential subjects like marketing, finance, human resources, and operations, giving you a solid understanding of how businesses operate. Along with academic knowledge, BBA programs often focus on communication, leadership, problem-solving, and decision-making skills the programs also include internships, workshops, and industry interactions, helping you connect with professionals in the field

Diverse Career Opportunities

A Bachelor of Business Administration (BBA) offers a wide range of career opportunities across various industries. Here are some popular options:

- Business Development Executive
- Operations Manager
- Project Manager
- Marketing Executive/Manager
- Sales Manager
- Digital Marketing Specialist
- Financial Analyst
- Investment Banker
- Relationship Manager in banks
- HR Executive/Manager
- Talent Acquisition Specialist
- Employee Relations Officer
- Business Analyst
- Market Research Analyst
- Data Analyst

Good Salary Prospects

The salary prospects for BBA graduates vary based on the industry, role, location, and the individual's skills. Here's a general overview of starting salaries for BBA graduates in India:

Entry-Level Roles:

- Marketing Executive: ₹2.5–4 LPA
- HR Executive: ₹2.5–4 LPA
- Sales Executive: ₹2–4 LPA
- Operations Executive: ₹2.5–4.5 LPA

Mid-Level Roles (After 3–5 years of experience):

- Marketing Manager: ₹5–10 LPA
- HR Manager: ₹6–10 LPA
- Business Analyst: ₹5–9 LPA
- Sales Manager: ₹6–12 LPA

Foundation for Higher Studies

A BBA (Bachelor of Business Administration) provides an excellent foundation for pursuing higher studies. Here's how it sets the stage for advanced learning:

• Strong Base in Business Concepts:

A BBA introduces key principles in management, marketing, finance, and operations, offering a solid groundwork for specialized studies like an MBA or other master's programs.

• Pathway to MBA:

One of the most common choices after a BBA is an MBA (Master of Business Administration). The BBA curriculum aligns well with MBA programs, giving you an edge in understanding core business concepts early.

Key Advantages of **BBA** at AIMT

Affiliated To Gauhati University

AIMT is affiliated to Gauhati University. Gauhati University is a well-regarded institution of higher education in Northeast India, known for its academic excellence and a NAAC A+ Grade. Students receive a recognized degree that is respected both nationally and internationally.

AIMT is approved by the All India Council for Technical Education (AICTE), ensuring that the curriculum and infrastructure meet industry standards.

AICTE Approval

Comprehensive Curriculum

At AIMT BBA program Offers a well-rounded curriculum designed to equip students with the latest skills in management technology.

AIMT has Experienced and knowledgeable faculty members who guide students in both theoretical and practical aspects of management.

Experienced Faculty

Industry Oriented Training

AIMT focuses on providing real-world exposure through industry-oriented training, workshops, and internships, making them job ready.

AIMT Offers career counseling, placement support, and helps students prepare for interviews and competitive exams, ensuring better career prospects.

Career Support

CAREER PROSPECTS

- * Marketing Executive:
- * Human Resource (HR) Executive
- * Financial Analyst:
- * Operations Manager:
- * Sales and Business Development
- * Entrepreneurship
- * Banking and Finance
- * Management Consulting
- * Data Analysis and Market Research
- * Government Jobs
- * Postgraduate Education

Sectors Where You Can Find Jobs After BBA

- E-Commerce and Digital Marketing
- Information Technology and Digital Services
- Financial Services
- Market Research and Data Analytics
- Media and Entertainment
- Customer Relationship Management
- Consulting and Advisory Services
- Supply Chain and Logistics
- Startups and Tech Ventures
- Telecommunications
- Healthcare IT
- Education and E-Learning
- Research and Development
- Government

Highlights of the Course

- Business Management: Principles of management and organizational behavior.
- Finance: Basics of accounting, financial management, and investment strategies.
- Marketing: Understanding consumer behavior, branding, and advertising.
- Operations: Supply chain management and business processes.
- Human Resources: Recruitment, training, and employee management.
- Entrepreneurship: Strategies for business planning and startup management.
- Leadership and teamwork
- Analytical and problem-solving abilities
- Communication and negotiation skills
- Time and project management
- Internships and industry exposure
- Case studies and group projects
- Workshops and seminars
- Opens doors to entry-level roles in marketing, finance, HR, and operations.
- Provides a foundation for pursuing further studies like an MBA or professional certifications.
- Specializations offered in areas like international business, digital marketing, and business analytics.
- Ideal for aspiring managers, entrepreneurs, or consultants.

BBA Specialisation Available at AIMT

Finance

Marketing

HR



“In Short, Bachelor of Business Administration (BBA) is an program focused on building foundational knowledge and skills in business management. It covers subjects like marketing, finance, operations, human resources, and entrepreneurship, preparing students for diverse roles in corporate settings or entrepreneurial ventures. The course typically emphasizes practical learning through projects, internships, and case studies.”

Infrastructural Facilities for BBA at AIMT

High-End
Computer Lab



Audio-visual
Classroom



Library



placement & internship



Mudit Surana
Travel O Villa



Masood S Choudhury
Vaultoro ,Manchester



Krishika Tiwari
Adecco India
Pvt Ltd



Lily Vanessa Thabah
Flipkart



Karishmita Bayan
North East Small
Finance Bank



Mustak Ahmed
Hill cement
company Ltd



Sahina Borbhuiya
Reliance Jio
Infocomm Limited



Ankit Matolia
Divine Honda



Rasel Mazumder
ClientPro Service,
New Delhi



Hussain Mohammad
Selection Bazar



Mandeep Borpujari
Godrej Enterprize



Khushboo Bhagat
Aavas Financiers
Ltd, New Delhi

faculty members



Dr. Rupam Roy
HOD, Dept. of Management



Mr. Debajyoti S. Borbora
Asst. Professor, Dept. of Management



Mrs Deepali Talukdar
Asst. Professor, Dept. of Management



Mr. Ashok Sarma
Asst. Professor, Dept. of Management



Mrs. Sahina Afrin
Asst. Professor, Dept. of Management



Rubeya Nasreen
Asst. Professor, Dept. of Management



Mr. Ananta Mahanta
Asst. Professor, Dept. of Management



Mr. Guru Ranjan Nath
Asst. Professor, Dept. of Management

Some of our Recruiters



BBA CURRICULUM

SEMESTER	SEMESTER	SEMESTER	SEMESTER	SEMESTER	SEMESTER
1	2	3	4	5	6
Principles of Management	Business Organization and Systems	Organizational Behaviour	Human Resource Management	Management of Industrial Relation	Investment Banking and Financial Services
Financial Accounting	Indian Economic Scenario	Financial Management	Management Accounting	Indian Financial Markets and Operation	Human Resource Development Systems and Strategies
Computer Fundamentals	MIS and Database Management	Principles of Marketing	Consumer Behaviour	Sales Management	Income Tax Law & Practices
Alternative English	English Communication	Training & Development	Operation Management & Control	Business Research	Business Policy & Strategy
Managerial Economics	Business Mathematics and Statistics	Computer Application	Legal Aspects of Business	Methodology Internship	Entrepreneurship Development
Indian Constitution	Environmental science	Advertising & Pulicity			

Eligibility Criteria

10+2 or Equivalent (Science/Arts/Commerce)

Fees Structure

1st Semester	₹ 31,000
2nd Semester	₹ 31,000
3rd Semester	₹ 31,000
4th Semester	₹ 31,000
5th Semester	₹ 31,000
6th Semester	₹ 31,000
TOTAL	₹ 1,86,000

Admission fee	₹ 10000
Application Form	₹ 500
Library Fee	₹ 2000

University Registration Fee	As per University
Examination Fee	As per University

Admission Process

For Admission /Booking your seat, kindly register through the **Samarth Portal** using our Samarth College ID: 278 (Asian Institute of Management and Technology)

OR

For direct admission, visit our campus or call us

98599 33899
70029 96767

Documents Required for Admission

- 10th Marks Card & 10th Admit Card - 2 Copies each
- 12th Marks Card & 12th Admit Card- 2 Copies each
- Caste Certificate (for ST/SC/OBC) - 2 Copies
- Original Migration Certificate
(For students Outside Assam/Other Board/Council)
- Address Proof: PRC/Driving Licence/Voter ID/Aadhar Card/ Bank Passbook
- Passport Size Photograph – 5 Nos

Departmental Programs and Events



Free Certificate Course



Seminar



Guest Lecture



Industrial Visit



Quiz Competition



Educational Tour cum Field Visit



Farewell



Annual Gaming Competition